

The Marketing Strategy Project

Your objective is to develop a Marketing Strategy for **Skyzone**. The Marketing Strategy will involve the implementation of a new product/service or the change of a current product/service to meet the needs of a specific target market identified by your group.

This will be a written/presentation assessment that will be organized so decision makers in the business can see your ideas clearly and make the best decision possible

Project Requirements

To develop the Marketing Strategy, work through the elements of the Marketing Strategy and answer the questions following the Target Market and each of the 5 P's of the Marketing Mix. Your explanation of the marketing strategy needs to be summarized and visually supported.

Document Set Up

Make sure you organize the Marketing Strategy so that your bosses know what each part of the strategy looks like. Use **individual headings** of each section to help your organization. Your responses need to be thorough and demonstrate your knowledge of the Marketing Strategy. Plus, your writing should make connections with other areas of the Marketing Strategy that demonstrates the relationship between all elements. **Make sure you cover each of the requirements in the development of your strategy.**

Score: 3 2 1 0

The Organization

Remind the decision makers about the purpose and focus of Skyzone. What is Skyzone currently providing in regards to the products and services they make available to the customer. Demonstrate an understanding of the current offerings so they will be better able to identify the changes/suggestions that you will be providing in your strategy.

Score: 3 2 1 0

Check in Date: May 18

The Target Market

Score: 3 2 1 0

Check in Date: May 18

Identify one of the Target Markets of Skyzone. Use key characteristics (**6 – Demographics, 5 – Psychographics, 3 – Geographic**) to clearly identify the group of potential customers you are trying to satisfy. (**Be very specific**)

Identify **3** of the **needs/wants** of the target market that you feel Skyzone should approach that will help them come up with a new or improved product/service.

Explain how you would discover these needs and wants by describing **2 forms** of Marketing Research used to help the business see the opportunity that lies within that Target Market.

The Marketing Mix

Product – Explain the product/service that will be developed or changed that will satisfy the wants/need of the target market chosen. Make sure to include the following:

Score: 3 2 1 0

Check in Date: May 19

- What is the product/service that your business is introducing or changing? Provide the name/brand for what you created or changed and what you want to be the perception to be.
- Describe the product in regards to what it will take to make it up. (Basic Product, Features, Benefits, Packaging, Materials needed, its uses, etc..)
- Explain what it does for the customer and explain how the product satisfies the consumer's needs/wants that you determined your target market to have? Identify the connection between the target market and the product/service.
- How will your business determine whether or not the product created/changed will satisfy the target market needs, in other words, be successful. **Describe what would indicate success. (Its not just selling the product)**

Place – Explain how your business will get the product into the hands of your target market in the most effective way. Answer the following:

Score: 3 2 1 0

Check in Date: May 19

- How will customers obtain the product/service? List all options where you plan on offering the product/service so the target market is able to obtain it.
- Describe the channel of distribution (Producer, Retail, Wholesaler, and Agents, and Consumers) and the types of transportation or movement that will be needed to get the product into the hands of customer? **(Be Specific, using examples to support the response)**
- If your product/service is within the facility and created there, how will customers be able to obtain the good/service. What is the process and are there any exchanges/requirements that occur for the customer to obtain the item?

Price – Develop a pricing strategy and determine what elements will affect the price of your product. Answer the following:

Score: 3 2 1 0

Check in Date: May 20

- Choose one of the strategies discussed for the pricing goal of the product/service offered and explain why you chose that strategy for your product/service. **(Maximize Profits, Increase Sales, Maintain an Image)**
- What will be affecting the price of your product and explain how it does? (Identify Examples)
- Identify the Price you will sell the product/service for. Explain how this price relates to the pricing strategy chosen.
 - o **If your product/service has no official price, what conditions and costs are going to be present for the company.**

People – The use of people in the implementation and execution of the Marketing Strategy. Answer the following:

Score: 3 2 1 0

Check in Date: May 20

- Describe the role(s) of people in your Marketing Strategy. What will they be doing to support the rest of the Marketing Mix you created to help meet the needs of the target market.

Promotion – Explain the use of promotional activities that will help you implement the marketing mix successfully. Answer the following:

Score: 3 2 1 0

- Explain what message you want to send to the target market and describe what you will be telling them.
- Identify the following:
 - Where is your target market located?
 - How does the target market receive information? Provide Examples and explain how you determined this .
 - Does everyone need the same information sent to them? Explain.
 - Is the message you are communicating simple or complex? Explain.
 - Does the message need repeating and how would you repeat your message? Explain.
- What are the promotional methods that you will use to communicate your message. **Choose 2 (Sales, Advertising, Publicity, etc...)**
- Create **ONE** of your Promotional Activities that will **best** communicate your message to your **target market**.

Spelling, Grammar, and Writing Skills –

Score: 3 2 1 0

- Demonstrates solid writing skills throughout the assignment. Very few mistakes in terms of grammar, spelling, and punctuation visible in their writing.

Grading Rubric for the Written Content

3 – Answers are very clear, concise, and the student demonstrates a solid and complete understanding of the content. The student makes connections with the other parts of the Marketing Strategy and the theme of the strategy is kept consistent throughout. All expectations and questions asked have been met.

2 – Answers are clear but student does not demonstrate a complete understanding of the content. The student makes few connections with other parts of the Marketing Strategy and the theme is somewhat consistent. Most expectations and questions have been met.

1 – Few answers are clear and the student demonstrates little content knowledge. There are no connections with the rest of the Marketing Strategy and there is not a consistent theme throughout. Only a few expectations have been met.

0 – The content is completely missing.